

## Political Polls – Voter Data Analysis – Web Polls

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### Comparative Voter Graphic Analysis of Florida’s 2008 and 2012 Primary Turnout

The 2016 Florida Presidential primary is scheduled for March 15, 2016. It’s a winner take all state. It awards all of its delegates: Democrats, 214, Republicans, 99, to the winner of the closed partisan primary.

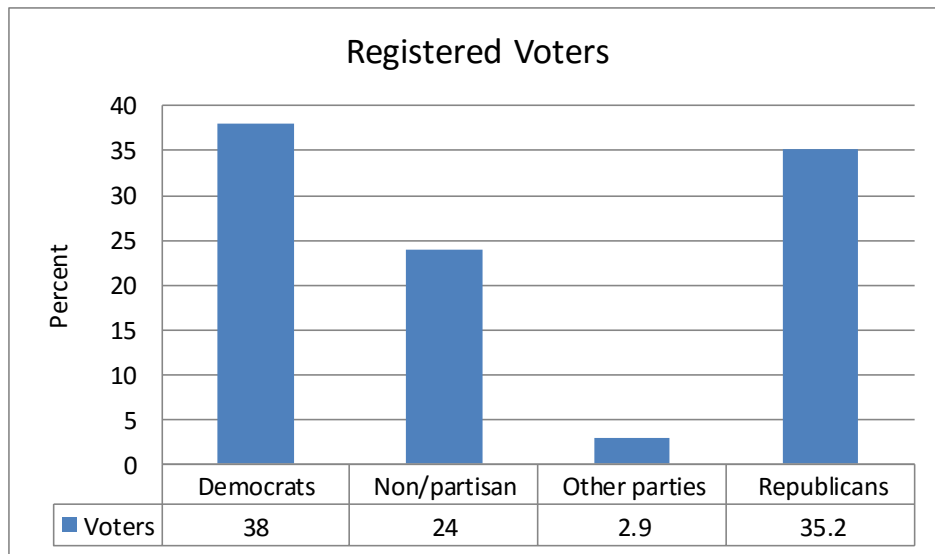
This analysis is an attempt to provide an overview of the past two presidential elections in the state, We will show how each party, Democrat and Republican, performed during the past primary presidential elections of 2008 and 2012, and thus be able to compare, after March 15, their voter performance in the upcoming 2016 primary.

The Democrats competing for those delegates are Hillary Clinton, and Bernie Sanders. The Republican competitors consist of Donald Trump, Ted Cruz, Marco Rubio, and John Kasich.

The population of Florida, according to the 2015 U.S. Census estimates, is 20,271,272. The Registered voter’s total is 11,301,866, or approximately 55.75% of the population is registered to vote, according to the Florida Secretary of State.

The 2008 distribution of the 11,301,866 voters by party is: Republicans, 3,978,295, or 35.2%; Democrats 4,290,354, or, 38%. The other parties were not included, in this analysis, since they cannot vote,

The registered voters are included, in the chart below, for comparison purposes to give a fuller picture of the total voter universe in Florida.



A subset of the registered voter files is the actual voting population, as we shall show in the analysis of the 2008 and 2012 Republican and Democratic parties.

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### The Republicans

The Republican total voting population consists of 3,406,624 voters. The chart below, shows how they voted, 56.2%, or 1,914,124, did not vote in the 2008 primary, also 59.6%, or 2,030,263, did not vote in the 2012 primary.

| Total Republican registered voters |           |         |           |         |
|------------------------------------|-----------|---------|-----------|---------|
| 2008                               |           |         |           |         |
| No. of voters                      | Not Voted | Percent | Voted     | Percent |
| 3,406,728                          | 1,914,124 | 56.2    | 1,492,500 | 43.8    |
| 2012                               |           |         |           |         |
| 3,406,728                          | 2,030,263 | 59.6    | 1,376,465 | 40.4    |

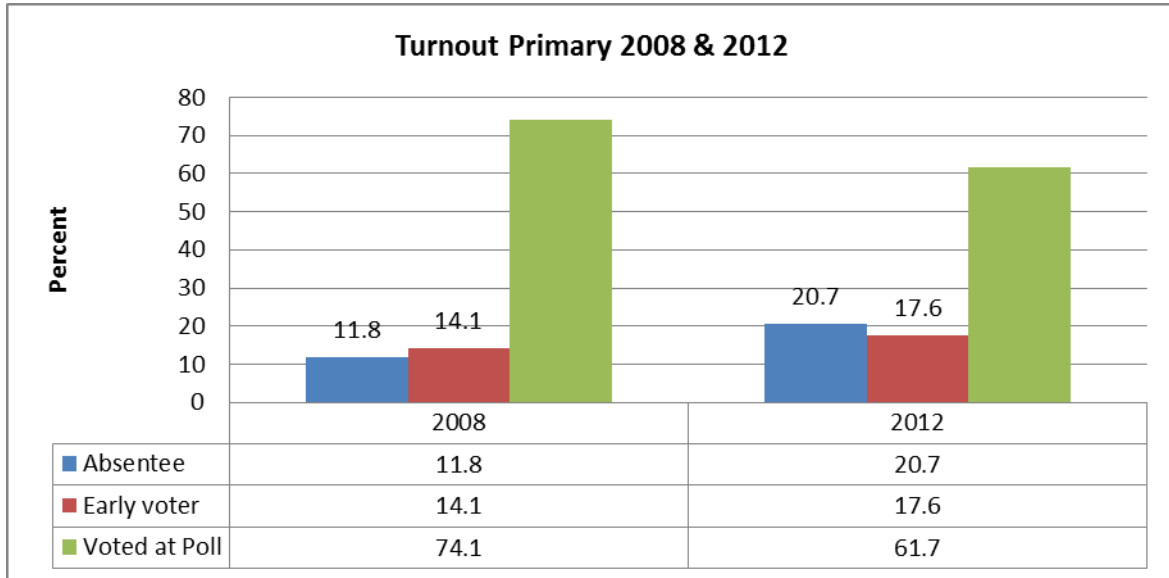
### Demographics

| Gender  |      |      | Age   |      |      | Race               |      |      |
|---------|------|------|-------|------|------|--------------------|------|------|
|         | 2008 | 2012 |       | 2008 | 2012 |                    | 2008 | 2012 |
| Female  | 52   | 50.6 | 18-34 | 2.7  | 4.2  | Black/non-hispanic | 0.7  | 0.5  |
| Male    | 47.5 | 49   | 35-49 | 12.7 | 11.5 | Hispanic           | 9    | 8.1  |
| Unknown | 0.4  | 0.4  | 50-64 | 31.5 | 29.5 | White/non-hispanic | 87.8 | 89.1 |
|         |      |      | 65+   | 53   | 54.8 | Other              | 2.5  | 2.4  |

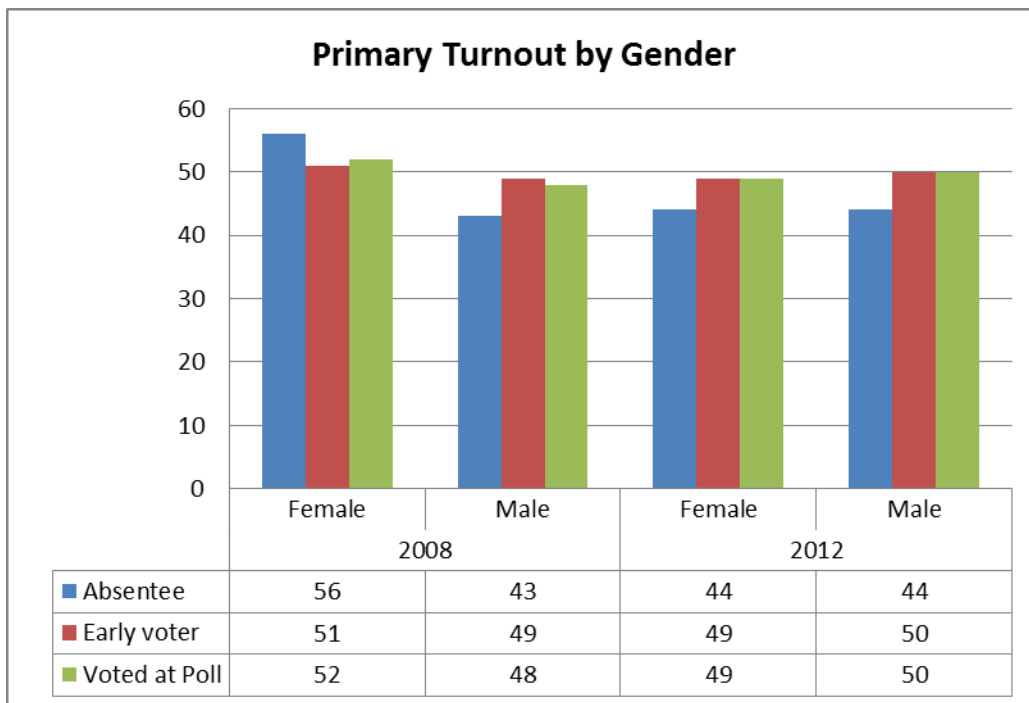
| Years Registered | 2008 | 2012 | Voted         | 2008 | 2012 |
|------------------|------|------|---------------|------|------|
| 5-9              | 2.8  | 11.7 | Absentee      | 11.8 | 20.7 |
| 10-14            | 23.6 | 22.1 | Early voter   | 14.1 | 17.6 |
| 15+              | 73.7 | 66.2 | Voted at Poll | 74.1 | 61.7 |

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The turnout primary 2008 & 2012, provides an overview of the total Republican voting choice by the voters on their voting preference. The overwhelming choice of voters was to vote in their precinct.

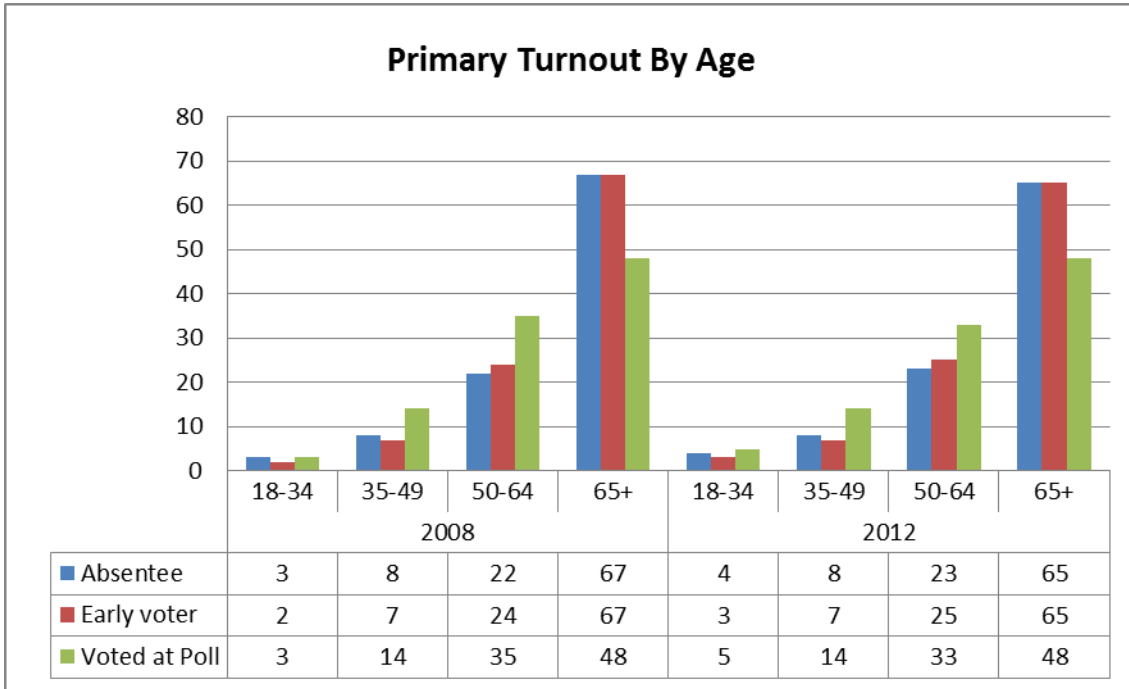


In 2008, females outperformed male voters in all three categories, absentee, early vote, and voting at the polling booth.

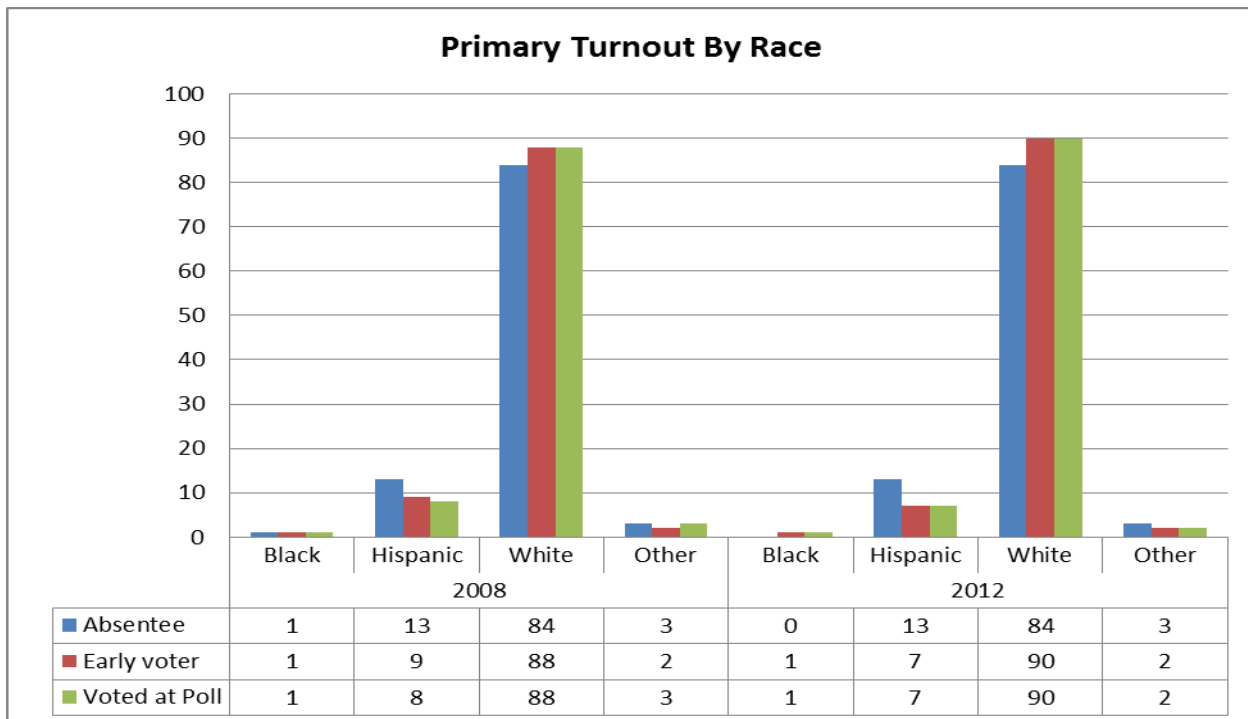


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In both 2008 and 2012, voters age 65+ were the key to the largest voting group that preferred voting absentee.



White voters had the largest voting participation of all groups, while Blacks were the lowest participation group in both the 2008 and 2012 primary elections.



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### The Democrats

The Democratic Party total voting population consists of 4,290,354 voters. The chart below, shows how they voted, 71.1%, or 1,239,091 did not vote in the 2008 primary, also 97.8%, or 4,197,520, also did not vote in the 2012 primary

|                  | Total Democratic registered voters |         |           |         |
|------------------|------------------------------------|---------|-----------|---------|
|                  | 2008                               |         | 2012      |         |
| Number of voters | Not voted                          | Percent | Voted     | Percent |
| 4,290,354        | 3,051,263                          | 71.1    | 1,239,091 | 29      |
| 4,290,354        | 4,197,520                          | 97.8    | 92,834    | 2.2     |

### Demographics

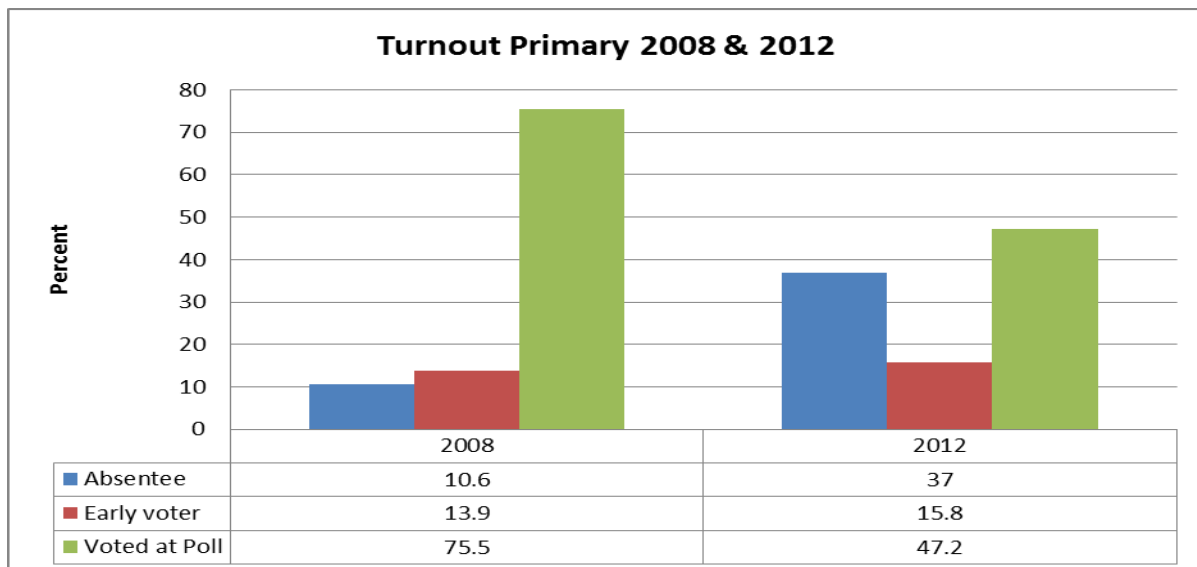
|         | Gender |      | Age   |      |      | Race               | 2008 | 2012 |
|---------|--------|------|-------|------|------|--------------------|------|------|
|         | 2008   | 2012 | 2008  | 2012 | 2008 |                    |      |      |
| Female  | 61.4   | 58.8 | 18-34 | 3.4  | 4.3  | Black/non hispanic | 7.8  | 12.5 |
| Male    | 38.1   | 40.7 | 35-49 | 13.1 | 10.8 | Hispanic           | 66.3 | 59.2 |
| Unknown | 0.5    | 0.5  | 50-64 | 31.5 | 29.7 | White/non hispanic |      |      |
|         |        |      | 65+   | 52   | 55.2 |                    |      |      |

| Years registered | Voted |      |
|------------------|-------|------|
|                  | 2008  | 2012 |
| 5-9              | 3.1   | 9.7  |
| 10-14            | 22    | 15   |
| 15+              | 74.9  | 75.3 |

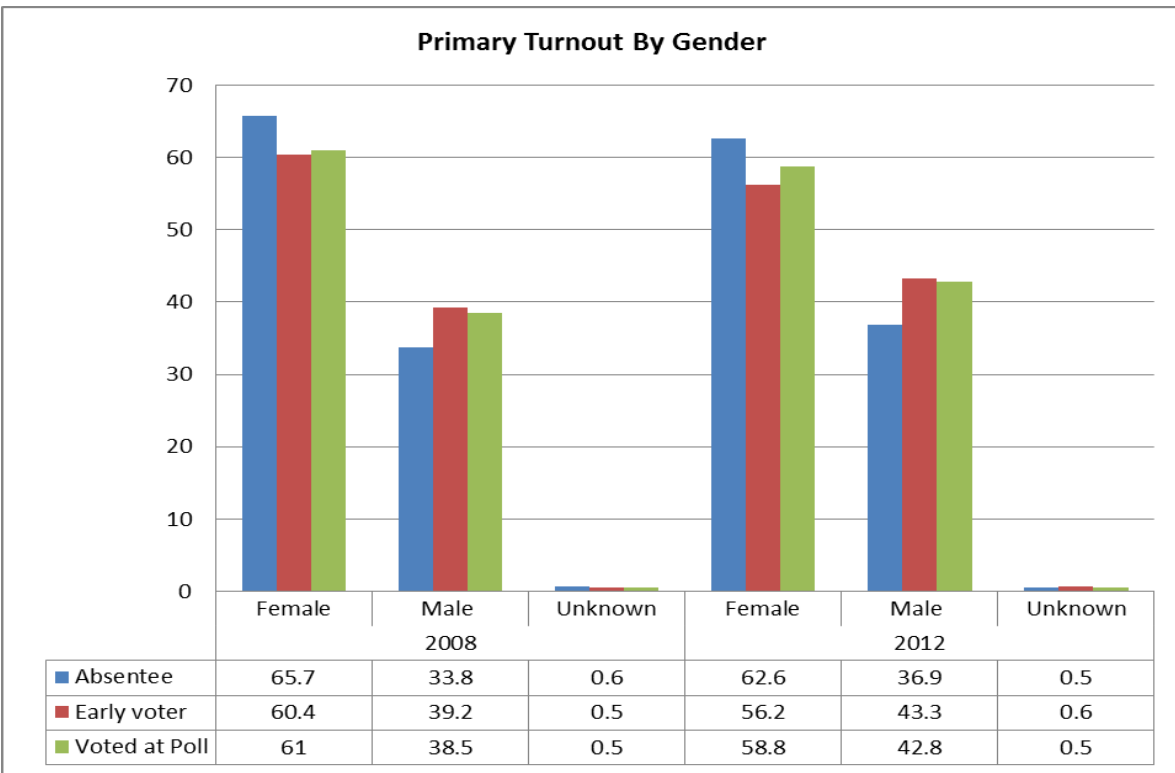
|               | Voted |      |
|---------------|-------|------|
|               | 2008  | 2012 |
| Absentee      | 10.6  | 37   |
| Early voter   | 13.9  | 15.8 |
| Voted at Poll | 75.5  | 47.2 |

Much like their Republican counterparts, the Democrats also preferred to vote at their precinct.

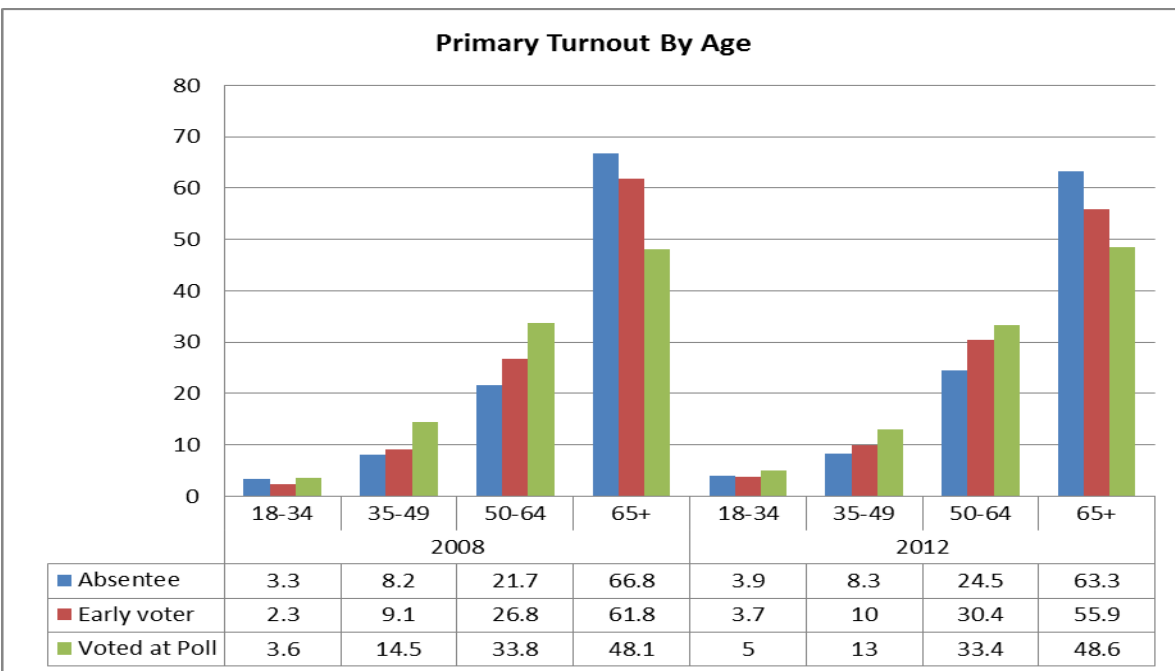


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Female Democratic voters overwhelmed the male voters in both the 2008 and 2012 cycle.



Seniors, those over 65 years old, proved to be the key for both primaries. The 18-34 group continues to underperform in elections.



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The turnout by race shows the growing influence of the Black vote, almost 3% increase, and the Hispanic vote, over 4% increase.

